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(54) Title: RETURN PATH MANAGEMENT SYSTEM AND METHOD
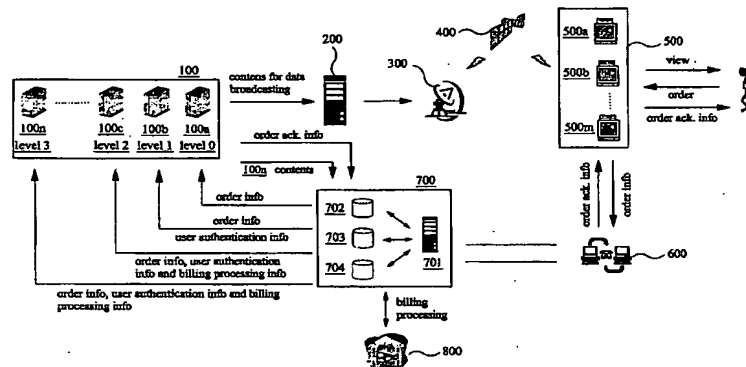
(57) Abstract: There is provided a return path management system and method positioned between a user television and a provider system which delivers return paths from user televisions to provider systems in a packetized form. The return path management system comprises return path server, a provider database, a user database and a content database, wherein the provider database maintains providers information depending on levels which the provider systems belong to and which determine service levels, the user database maintains users information required for users authentication, a content database maintains contents information provided from the provider systems, and the return path server receives order information, identifies a provider to whom the received order information should be delivered, determines a service level based on the level which the provider belongs to in reference to the provider database, and performs interpretation and communication packetization of the order information depending on the determined service level. The return path management system according to the present invention can satisfy various demands of providers, because the system provides services dependent upon the provider systems. In addition, the return path management system according to the present invention can relieve excessive burdens loaded to return path servers caused by indiscriminate treatment of the return paths.